

ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

PERFORMANCE OBJECTIVES

REQUIRED PERFORMANCE OBJECTIVE (Choose only 1)

- _____ Design, conduct and assess a primary market survey for a business or school-based enterprise. (Standard 2)
- _____ Create a business plan for a business. (Recommended to utilize DECA or FBLA formats) (Standard 3)

ADDITIONAL PERFORMANCES (Must complete 1 activity in each Performance Objective category for a total of 4)
A comprehensive list of ideas have been included for each objective, however teachers may create their own activities to satisfy the objective.
Some activities work for multiple objectives and can be switched as long as a **total of 4** unique activities are completed.

P.O. #1: Students must demonstrate the fundamentals of professional communication, utilizing proper grammar, vocabulary, and writing skills. (Standard 1)

- _____ (A) Research and write a historical entrepreneur report.
- _____ (B) Read a business, financial management, or leadership book and write a professional book report.
- _____ (C) Research and write a report on an existing franchise opportunity.
- _____ (D) Compile a report on an international market and/or its business opportunities and/or restrictions.
- _____ (E) Create professional marketing or promotional tool (poster, brochure, ad, flyer, etc) for business or school store.
- _____ (F) Professionally design a creative and usable website for school or business (must include 3 pages minimum, and 2 links).
- _____ (G) Participate in an oral presentation in the classroom or through a DECA/FBLA competition. A Slide show or written report must accompany the verbal presentation.
- _____ (H) Utilizing proper format, type 4 different business letters; a persuasive letter, a thank you letter, a "bad-news" letter, and a document providing directions for completing a task.
- _____ (Z) Other: _____

P.O. #2: Students must demonstrate entrepreneurial traits, skills, and attitudes. (Standard 1)

- _____ (A) Complete a personal trait assessment to learn their aptitude for starting a business, and to evaluate their strengths and weaknesses.
- _____ (B) Complete a personality test to determine motivation, behavior, and attitude factors that student possesses.
- _____ (C) Demonstrate networking skills at a Chamber of Commerce meeting or other organization of professionals (e.g., Rotary Club, Lion's Club, Toastmasters, Utah Advertising Federation, Leadership Conference, Economic Summit, Board of Realtors, etc).
- _____ (D) Participate in an organized charity event (2 hours minimum) to demonstrate social responsibility.
- _____ (E) Take an active role in planning, organizing, controlling, and providing leadership for an event.
- _____ (Z) Other: _____

P.O. #3: Students must demonstrate ability to utilize financial skills. (Standard 4)

- _____ (A) Create a personal budget for one month.
- _____ (B) Attend a financial management workshop.
- _____ (C) Reconcile a bank statement.
- _____ (D) Purchase and track inventory for business or school store.
- _____ (E) Create a Cash Flow Statement for a business and calculate the breakeven point.
- _____ (F) Create an Income Statement for a business as part of the "required" business plan.
- _____ (G) Research available financial sources and write a comparative report on ways to finance business.
- _____ (H) Research investments and track them weekly for a period of one month (i.e., The Stock Market Game)
- _____ (Z) Other: _____
- _____ (I) Complete a loan application and study a credit report.
- _____ (J) Prepare a tax return.
- _____ (K) Prepare an Aging Report of business' account receivables.

P.O. #4: Students must demonstrate professional career skills. (Standard 1)

- _____ (A) Create a career portfolio. (6 pages minimum)
- _____ (B) Create a professional resume.
- _____ (C) Write a professional cover letter, procure 2 "Letters of Recommendation," and complete a job application.
- _____ (D) Complete an interview for a job, a scholarship, or leadership position in a club or student organization.
- _____ (E) Attend a Workforce Services workshop, a career-building or management seminar and write an evaluative report.
- _____ (F) Attend a trade show or Business Expo and write a comparative analysis on similar products/services found.
- _____ (Z) Other: _____